

Adopted and Approved Minutes  
MetraPark Advisory Board  
March 22, 2016

Attending: Vice-President Steve Solberg; Directors Greg Kohn, Dave Staton, Rick Reid, Jerry Simonson, Lyle Hill, Charlie Loveridge and Lisa Harmon; Ex-Officio Alex Tyson; Commissioners Jim Reno and John Ostlund; General Manager Bill Dutcher and AGM Sue DeVries

Absent: Commissioner Bill Kennedy

Others: MetraPark staff: Sam Merrick, Ray Massie, Kelly Campbell, Darcie Winkler, Robert Trimble; and Sue Watts recording. Austin Schnizler, CMS, Frank Chesarek past board member Bill Pelton and Evelyn Pyburn, Big Sky Business Journal.

OPENING REMARKS

Vice President Steve Solberg opened the meeting and thanked everyone for coming. Steve thanked everyone for the opportunity to conduct the board meeting in Katie's absence.

MINUTES

A motion was made by Steve Solberg and seconded by Rick Reid to approve and adopt the proposed minutes of the February 23, 2016 MetraPark Advisory Board meeting as written. Motion was carried unanimously.

STAFF REPORTS

General Manager – Bill Dutcher included his written management report in the board packet. This last month has been busy and Bill spent some time traveling. He went to Midwest Fairs in Florida, RMAF Spring Board meeting in Spokane and Rotary training in Denver. Bill thanked Bill Pelton for his 6 years as a board member and presented him with a gift certificate. Bill passed around several thank you notes. He mentioned that Monster Trucks was a nice event.

Assistant General Manager – Sue DeVries included her written report in the board packet along with a ticket report. Sue stated that Nitro Circus has a very good potential to reach 15,000 tickets sold for their upcoming event. We have never had a show like Theresa Caputo. She will do well. Sue reported the box office position has been filled. Sue, Ray and Melody are actively pursuing sponsorships for MontanaFair. The Dimich family (Pepsi) will be sponsoring the concert series.

Vice-Chairman Steve Solberg – Steve participated in the Relay for Life Fundraiser here at Metra and thanked Robert and staff regarding how nice the event went. Steve commented how amazing and efficient the staff is. Steve also mentioned that parking is always going to be an issue here but we all just have to keep working on a better solution.

Starplex/Crowd Management Service – Austin Schnizler from CMS/Starplex reported that everyone is staying very busy. He is looking forward to a busy season and things are very good for CMS.

Operations Director – Jeff Seward included a written report in the board packet. Robert represented Jeff at the meeting and reported that March has been a busy month. There were 14 major events in March and there will 15 in April.

Marketing Report – Ray Massie included his report in the board packet. Ray's focus right now is MtFair. All entertainment is approved. He is working on sponsorships and Pepsi is the biggest sponsorship for MtFair to date. There is a possible sponsorship for the carnival wristbands. Wristbands sold last year were 35,022. I should have 2 announcements in the next 30 days.

Food Services – Sam Merrick included a report in the packet. I'm working on fair contracts and a few new vendors. We will host Taste of Fair again. Our Popcorn bucket program is doing well. We might do a mini job fair if we are short on help for MtFair.

Comptroller – Kelly did not include a report in the board packet. The accounting department is still very busy. We have had lots of settlements. Concessions, beer and food are up in revenue.

#### COMMITTEE REPORTS

Long Range Planning/Buildings and Grounds Committee - Chairman Jeff Muri was absent for the board meeting. Rick Reid reported that the stand where the basketball tournament sells merchandise is very dark. We need to make sure more lighting is in that area.

Agriculture Committee – Chairman Jerry Simonson included a report in the packet. His committee is ready to make recommendations to the board for improvements and short term fixes based on a review of the Populous Plan. The Populous Plan gives us direction. Lyle Hill mentioned drainage issues in the back and he hopes there are some ways to get them fixed. The committee also talked about tearing down barn 0 and the race office. Our next meeting will be April 20 at 7am.

Events and Promotions Committee – Chairman Dave Staton mentioned that the Wolves are seeking financial partners. He reminded the board members about the hospitality event for Carrie Underwood on May 12. It was also suggested that we get help from the police department regarding directing traffic for the Concert. Dave also talked about "signage". There seems to be no continuity with the signage around the facility. He suggested bringing the marketing department into the picture and seriously visiting about how to bring uniformity to the signage. April 8<sup>th</sup>, 9am is his committee's next meeting.

#### UNFINISHED BUSINESS

There was no unfinished business.

#### COMMISSIONERS COMMENTS

Everyone doing a great job!!! Discussion ensued regarding MONEY for operating MetraPark.

#### NEW BUSINESS

There was no new business.

#### PUBLIC INPUT

Bill Pelton thanked everyone for the opportunity to serve as a board member. "This is the best advisory board Metra has ever had. Keep up the good work".

#### PRESIDENT'S COMMENTS

None

Meeting adjourned.